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We must open wider the doors of opportunity...  
for the good of our country and all our people"  
President Eisenhower

# RURAL DEVELOPMENT PROGRAM

## Committee for RURAL DEVELOPMENT PROGRAM

Under Secretary, Department of the Interior  
Under Secretary, Department of Agriculture (Chairman)  
Under Secretary, Department of Commerce  
Under Secretary, Department of Labor  
Under Secretary, Department of Health, Education, and Welfare  
Administrator, Small Business Administration  
Member, Council of Economic Advisers

U. S. Department of Agriculture  
Washington, D. C.

June 1958  
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Thirty-two states and Puerto Rico, leading national organizations will be represented at the Conference on Rural Development Program, June 16-17, Peabody Hotel in Memphis, Tennessee. The list of speakers and discussion groups was released recently in Washington by Under Secretary of Agriculture True D. Morse, Chairman of the Committee for Rural Development Program. Speakers and discussion groups are as follows:

### June 16

Morning: Presiding, Walter Williams, Under Secretary, U. S. Department of Commerce  
Welcome to Memphis, Honorable Edmund Orgill, Mayor  
Plan and Purpose of the Conference, True D. Morse  
Underemployment of Farm Families, Charles B. Shuman, Pres., American Farm Bureau Fed.  
Industries in Rural Areas, James C. Worthy, Pres., Sears, Roebuck Foundation

Afternoon: Presiding, Edward Foss Wilson, Asst. Secretary, U. S. Dept. of Health  
Education and Welfare  
Rural Development Pays, Morris L. McGough, Executive Vice Pres., Asheville Agri-  
culture Development Council, Inc.  
Education Beyond the High School, Dr. David D. Henry, Pres., Univ. of Illinois

Afternoon: Discussion Groups: I. Education Beyond the High School -- II. Indus-  
tries in Rural Areas -- III. Forests and Forest Products -- IV. Youth  
Organizations and Boys and Girls Clubs -- V. Rural Sources of Income.

Evening: Presiding, O. Hatfield Chilson, Under Secretary, U. S. Dept. of the  
Interior. The Role of Churches and Religious Organizations in Rural Development,  
Hon. Brooks Hays, Pres., Southern Baptist Convention; Rt. Rev. Msgr. Luigi G.  
Ligutti, Ex. Director, National Catholic Rural Life Conference; Dr. Richard O.  
Comfort, Ex. Director, Dept. of Town and Country Churches, National Council of  
the Churches of Christ

### June 17

Morning: Presiding, James T. O'Connell, Under Secretary, U. S. Department of Labor  
Some Experiences of FAO's Member Nations in Rural Development, B. R. Sen, Director  
Gen., Food and Agriculture Organization, U. N.

This is one of a series of periodic reports on Rural Development Program activities of business, farm, civic, government and other community leadership working together. If you have information that might be of interest to those participating in the program or you wish to receive this Newsletter, address communications to the Editor, Rural Development Program News, Office of Information, Department of Agriculture, Washington 25, D. C.

Banks and Rural Development, Hon. Charles N. Shepardson, Member, Board of Governors,  
Federal Reserve System

Presiding: Wendell Barnes, Administrator, U. S. Small Business Administration

How Chambers of Commerce and Businesses and Professional People Can Help in Rural  
Development, William A. McDonnell, Pres., U. S. Chamber of Commerce

How Editors and Communications Media Are Vital to Rural Development Programs,  
Frank R. Ahlgren, Editor, The Memphis Commercial Appeal

Tippah County, Miss., Rural Development Program, W. H. Anderson, Attorney

Afternoon: Discussion Groups: VI. The Role of Vocational Education in the Rural  
Development Program; VII. Service and Civic Clubs; VIII. Natural Resource Con-  
servation and Development; IX. Transportation, Power, and Communications; X.  
Health and Nutrition.

A report containing excerpts from the addresses and summaries of panel dis-  
cussions will be made available after the conference.

DIFFERENT COUNTIES, THE SAME      Last month the editor of this newsletter had the good  
EFFECTIVE LEADERSHIP              fortune to visit a pilot county in each of three  
   states -- Ohio, Indiana, and Kentucky. We talked with  
agency workers and local citizen leaders taking part in the Rural Development Program.  
And we went on a quick, but informative, tour of the counties.

Different in many ways, with different problems and farming conditions, each of  
the counties we visited is the same in one important respect: Each has able, energetic  
leaders who are trying to help their communities gain a more prosperous, diversified  
economy.

You might say that Monroe County in southeastern Ohio is going through the grow-  
ing pains of good fortune. Formerly an all rural county with many small farms, Monroe  
is now the scene of a huge industrial development along the Ohio River, including a  
multi-million dollar aluminium plant, a new power plant and other developments.

Howard Phillips, rural development agent, Francis Paulis, farmer-chairman of the  
ASC committee, and the Rev. Keene Lebold, a Luthern pastor and chairman of the RD  
committee, discussed the situation in Monroe. Industry has been welcomed with the  
proverbial "open arms." But it's brought problems. The county suddenly found itself  
with obsolete roads. Housing developments are growing fast on farmland outside  
Woodsfield, the county seat. A lack of zoning regulations threatened ill-planned  
building. Some farmers have not adjusted their farming practices to the time  
required to work in new industrial jobs.

"From the beginning of our program," Rev. Lebold said, "we have tried to get  
many different groups interested in the county's development program." In meeting  
problems of growth and change, he pointed out, there were general things, like new  
schools, roads, aid to rural people in making changes, zoning plans that are the  
common concern of all groups. And the main effort of the RD committee is centered  
on these problems.

Farther south and west, another county, Perry in Indiana, and a different  
situation. Nearly 75 percent of the 1100 farm operators already work part-time in  
the many small industries around the area. The land is hilly, often forested.  
There are many small farm units.



## RURAL DEVELOPMENT IN ACTION

(Based on reports of rural development throughout the Nation,  
including pilot counties and others.)

North Carolina: This State, long active in the community development field, now has no less than seven area programs planned or in operation, with a total of 510 organized communities in 70 counties participating.

Nevada: Ken Julian, Rural Development Agent in Lincoln County, returned to his post April 30 after visiting industry development agencies and business firms in other parts of the country and government agencies in Washington to discuss plant location and other enterprises in his county.

Alabama: "Expanding? Then the Answer to Your Industrial Expansion Problems Lies in Progressive Fayette County." That's the heading of a quarter page ad in a recent issue of the Birmingham News, placed by the county Rural Development committee and the chamber of commerce. It has resulted in several inquiries from business firms.

Missouri: A combined meeting of State and county Rural Development committees late in March at Cabool was divided into four planning groups, each considering a major aspect of the State's program -- agricultural improvement, part-time farming, needs of older people and youth training and opportunity.

Tennessee: To increase the success of local community industrial development programs, the Industrial and Agricultural Development Commission held a series of regional workshop meetings in different parts of the State during March and April.

Florida: At a joint meeting May 26 of the State and county Rural Development committees, agency representatives discussed their contribution to the program in Suwanee and Washington Counties, based on a recently completed survey of rural family living conditions in the two counties.

Nebraska: Rural Development Program Coordinator Harry J. Reed addressing a meeting of the State committee, April 30, likened the program to a person taking over a small business. The new owner must analyze existing resources and work toward more efficient and profitable operation, he said.

West Virginia: The "watershed committee," in Upshur County, a part of the Rural Development Program group, and the local chamber of commerce have joined together to form a "watershed association" which will do preliminary planning and eventually make application for approval of a local project.

Kentucky: Readers who know the outstanding work being done by member organizations of the Southeastern Community Development Association will be interested in the dates of their annual meeting: July 16-18 in Lexington.

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A "long-range planning committee" of local citizens and agency workers has been formed to help people in Perry County understand better what is needed to improve living in the towns and on the farms. Members of the group are active in major planning areas -- agriculture, roads, health, industry development, education. The county agent, Hirman Wallace, who has charge of extension's part in the program, pointed out that the planning committee is mainly educational and promotional. "It's developed a lot of interest," he said. And accomplished much, according to the evidence -- a major survey of health needs, forestry projects, expansion of feeder pig and calf enterprises, small industry development, among other results. Agent Wallace also said his staff was thinking of revamping their program to meet the needs of "the third-shift farmers and homemakers."

There's good farming (corn and feed grains) in the bottom lands of Butler County, Kentucky. The problem is not enough bottom land. Most of the county is hilly, farms are small, and farming for many doesn't produce much income.

Rural development leaders in the county, including George Nelson, associate county agent, Jim Spradlin, a local hardware merchant, and Guy Cooke, editor of the weekly paper, are working hard to promote new industry. Considering the low average income on their farms, and the continuing loss of high school graduates to other areas, they feel strongly that Butler's future depends on industry moving in. While we were in the county, one of the local high schools had a graduation. An estimated 75 percent of this class will leave the county -- permanently.

Businessman Spradlin is optimistic, however. "Rural development has waked up the county," he said. "We're working together now, and we're beginning to see our possibilities."

STATE AGRICULTURAL COMMISSIONERS      At a meeting, April 28-29 in Washington, D. C.,  
ENDORSE RURAL DEVELOPMENT PROGRAM      the Executive Committee of the National Association of State Departments of Agriculture endorsed the Rural Development Program as a means of "helping local people assess the resources within their area" and of encouraging economic development. Mississippi Commissioner of Agriculture Si Corley was designated by the committee to represent its members at the Conference on Rural Development Program in Memphis, June 16-17.

BANKERS ASSOCIATION ISSUES PAMPHLET      As an aid to State and local bankers in obtaining a better understanding of the Rural Development Program, the American Bankers Association recently issued an attractively printed, six-page pamphlet, Banking and the Rural Development Program. The Association's Agricultural Commission, which prepared the pamphlet, points out that the success of the program "depends on the initiative and willingness of leaders in rural towns and farm areas to contribute their skills and resources."

"Bankers plan an important role in area development because of their trade area interests," it is stated. "The banker, along with the minister, educator, farm organization leader and county agent, is a key person. A local program stands or falls on the interest and initiative of these people." (If you want a copy of Banking and the Rural Development Program, write to the American Bankers Association Agricultural Commission, 12 East 36 St., New York 16, N.Y.)